



**CIVIC AFFAIRS COMMITTEE
MEETING MINUTES**

April 14, 2015

CIVIC AFFAIRS COMMITTEE MEMBERS PRESENT: A.M.Clausen, S. Havn, J. Hewitt, C. Kaufman, M. Kehrli, V. Svoboda

CIVIC AFFAIRS COMMITTEE MEMBERS EXCUSED: R. Pattengale

STAFF: K. Wahlen, B. Smith, M. Pierce

TRUSTEES:

GUESTS:

1. Call to Order

The meeting was called to order at 4:00 p.m. by **Chair Clausen**. Roll Call taken.

2. Persons Desiring to be Heard

None.

3. Approval of the March 10, 2015, Meeting Minutes

Motion by **Havn** to approve the March 10, 2015, Civic Affairs Committee meeting minutes. Motion by **KEHRLI**. Motion unanimously passed.

4. Mount Pleasant Day – Discussion and Possible Action

a. Date for 2015 – The date will be Saturday, September 19, 2015, from 9:00 a.m. – 3:00 p.m.

b. Scope of the Event – **CLAUSEN** stressed the purpose of Mount Pleasant Day is to showcase Mount Pleasant businesses. **HEWITT** brought up discussion of businesses participating that are not located in Mount Pleasant, in particular a photography business. Maybe they could actually photograph the event or display Mount Pleasant photographs. Another out of area business is the Observatory on Hwy A where Mark, our building inspector, is the president; would invite people to speak, set up telescopes, etc. Also to show photographs he himself has taken. **WAHLEN** expressed concern so we don't get too many out of area businesses, the ones participating should at least have a tie to Mount Pleasant. Thus far other activities or attractions could be a Case tractor, Fire and Police Department vehicles, Bounce house, travel agency.

c. Marketing and Communication – **Clausen** mentioned that first of all we should develop an informational flyer for Mount Pleasant Day. **KAUFMAN** will create an 8½ x 11 flyer to provide to businesses and the general public. That will be needed in a week to ten days. **KEHRLI** will write a press release and get that to **CLAUSEN**. That material, and/or the flyer, can get posted to the website. **CLAUSEN** mentioned Mount Pleasant Day when she did a radio spot interview about a month ago, promoting the Civic Affairs Committee. She will follow up and probably do that again closer to the date after next month's meeting. She said **Martin** did a preliminary mailing to many of the major companies asking for their involvement and telling them to watch for further information. **HEWITT** checked with Real Racine, and there are no other conflicts with the chosen date in September. **CLAUSEN** contacted Festival Foods and will complete an on-line proposal to them.

d. Assign Tasks and Future Action Items – Another person, Pastor Butler, was interested in joining the committee. Since the membership is full at this time, he will be invited to the work meeting. **HEWITT** will speak with **MARTIN** about checking with the YMCA as they wanted to become involved.

e. Set work group meeting dates – The first work meeting will be held in the usual meeting room on Wednesday, April 22, at 5:00 p.m. with pizza. **Wahlen** will reserve the room. It will be an informal meeting; not a committee meeting, so not all members need be present.



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5. **Recognition of Businesses – Criteria for Selection** – Discussion as to size of business, service, category, new or existing business, location. Should businesses submit a request to be featured? Need to decide soon for next sewer insert in June. Festival Foods was discussed for their contributions to the community and their interest in sponsorship for Mount Pleasant Day. Motion by **HEWITT** to accept Festival Foods for the featured business of June. Seconded by **KAUFMAN**. Motion unanimously passed. **KAUFMAN** suggested featuring a business per month instead of per quarter and possibly having multiple businesses displayed on monitor in Village Hall. Committee will choose a business per month for the website in addition to a featured business per quarter. Discussion on selling ads for website.
6. **Mount Pleasant Community Guide Publication** – **CLAUSEN** and LOGAN MARTIN met with a provider who would create the booklet by meeting with businesses and selling ads. The ads would pay for it. Businesses would benefit and Village would provide this to the community at no cost to us. We just have to provide them a list of businesses for them to contact including phone numbers and email addresses. The company provided references from cities they have worked with in the past. Discussion and viewing samples. **HEWITT** made a motion for the suggestion involving Time Square Publications to develop a Mount Pleasant booklet at no charge to Mount Pleasant and move that idea to the Board. Motion seconded by **SVOBODA**. Motion unanimously passed. This item will be added to agenda for next Village Board meeting on April 27. There was also discussion on the topic of a map of Mount Pleasant. Some information was obtained from Sandy at Seeger Map Company as to format, content and price. After discussion it was decided to keep this live but postpone this item as other projects need attention first.
7. **Updates**
 - a. **Business Visits** - **Clausen** reports we got off to a good start. Some businesses were contacted: BMO Harris, McDonald's, Mocha Lisa to mention a few. Asked all members to identify five businesses for visits to welcome them and thank them. Ask if they have any issues to address, and ask them to use the Mount Pleasant address. Be sure to add them to spreadsheet to avoid duplication.
 - b. **Village Logo on Park Signage** – **PIERCE** reports they still need to identify funding but mentioned \$1200 - \$1500. From Parks Board, as new signs go up in the next year, the new logo will be on them. Banners were discussed, with Logan having received quotes of a couple hundred thousand dollars including poles for hanging. **SMITH** suggested renting billboards, which should be cheaper. He will check into it.
 - c. **Communications**
 - i. **Journal Times Editorial** – Editorial that **CLAUSEN** wrote appeared online on March 26, and in the newspaper the day after the election. They added "Trustee" after her name.
 - ii. **Sewer Bill Insert** – Sewer bill inserts went out and are receiving positive comments about design and message. Next time will add more content, possibly a calendar of events and using reverse side. Will also replace Logan's phone number with **CLAUSEN's**.
 - iii. **Additional Comments** - **CLAUSEN** reports that President Gleason had set up a special private tour for us at Heritage Museum on 7th & Main for Monday, May 4th at 6:00 p.m. Discussion on 4th of July fireworks as Sturtevant will not be doing them this year. Decision to hold off till possibly next year. Also reminder of Kraut Fest on June 18-21 where we can promote Mount Pleasant Day with fence banners. **PIERCE** will check into cost.
8. **Adjournment**

Motion, at approximately 5:20 p.m., by **HEWITT** to adjourn. Motion seconded by **HAVN**. Motion passed unanimously.

*Next meeting is Tuesday, May 12, 2015, at 4:00 p.m.